



KTVI
2250 Ball Drive
St. Louis, MO 63146
(314)213-2222

CONTRACT

Contract / Revision 576885 /		Alt Order #
Product		
Contract Dates 10/08/12 - 10/14/12		Estimate #
Advertiser Montee/D/Mo/Lt. Governor		Original Date / Revision 10/04/12 / 10/04/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KTVI	Account Executive Mickie Reeves	Sales Office St. Louis - KTVI
Special Handling		
Demographic Adults 35+		
		Total Ratings 66.90
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Ruth Burke & Associates
4050 Pennsylvania Ave.
Suite 103
Kansas City, MO 64111

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	2	10/08/12	10/12/12	Fox 2 News at 7 am	7-730a		:30				NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				2	\$550.00	5.00			
2	2	10/08/12	10/12/12	Fox 2 News at 7 am	730-8a		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				1	\$550.00	4.50			
3	2	10/08/12	10/12/12	M-F 6a-7a	6-630a-7a		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				2	\$650.00	4.00			
4	2	10/08/12	10/12/12	M-F 6a-7a	6-630a		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				1	\$600.00	3.80			
D 5	2	10/15/12	11/06/12	Fox 2 News at 7 am	7-730a		:30				NM	0	\$0.00
D 6	2	10/15/12	11/06/12	Fox 2 News at 7 am	730-8a		:30				NM	0	\$0.00
D 7	2	10/15/12	11/06/12	M-F 6a-7a	630a-7a		:30				NM	0	\$0.00
8	2	10/08/12	10/12/12	M-F 5p-530p	5p-530p		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				2	\$650.00	4.80			
9	2	10/08/12	10/12/12	M-F 6p-630p	6p-630p		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				2	\$600.00	4.10			
D 10	2	10/15/12	11/04/12	M-F 5p-530p	5p-530p		:30				NM	0	\$0.00
11	2	10/08/12	10/12/12	M-F 9p-10p	9-930p		:30				NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				4	\$900.00	5.70			
D 12	2	10/15/12	11/04/12	M-F 9p-10p	9-930p		:30				NM	0	\$0.00
D 13	2	11/05/12	11/05/12	M-F 5p-530p	5p-530p		:30				NM	0	\$0.00
D 14	2	11/05/12	11/05/12	M-F 9p-10p	9-930p		:30				NM	0	\$0.00
Totals												14	\$9,650.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/12/12	14	\$9,650.00	\$8,202.50
Totals	14	\$9,650.00	\$8,202.50

Signature: _____ **Date:** _____

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